

Total Talk

May / June 2018

3 Great Reasons to Sell Your Home in Winter

Spring is often referred to as the “real estate selling season”. There are, however, advantages to selling during the colder months; here are 3 reasons to sell your home with Total Realty this winter.

1. Only Serious Buyers Are Out

At this time of year, only those buyers who are serious about buying a home will be in the marketplace. All the browsers are at the mall or shopping online. So if a buyer chooses to leave the comforts of home to look at properties, he or she is already more motivated than a buyer going out in the balmy months.

2. There Is Often Less Competition

Although every year is different, the listing inventory is typically tighter during those winter months, meaning...For buyers the choices will be more limited. If your home is on the market when the inventory is tight, you're at an advantage.

A caveat: You'll still want to make sure your home is in its best condition. Today's buyers are savvy and are looking for move-in ready homes.

3. You Can Create A Truly Inviting Home In Winter

There are few things more inviting than a warm, cosy home when winter weather is here. Buyers are going to be out wandering the neighbourhood searching for the right home, and fighting cold weather to do so. You can stage your home to take advantage of the winter months & the associations that go with them.

Buyers have the opportunity to really appreciate the investment you have made in the heating you have chosen for your home, the warm lighting & cosy living. Do it right and buyers may not want to leave!

In fact we like how one real estate professional puts it: “Buyers get that warm fuzzy feeling when they find that right home in the winter. It is amazing how many houses I have sold while skies are grey, ice crackles underfoot and the cold wind whistles around us.”

If your reasons for selling are compelling, don't let the common myths keep you from getting to your goals. Call us at Total Realty today and we will be more than happy to chat with you about your real estate needs.

KiwiBuild Announced

The KiwiBuild initiative recently announced by the government ambitiously aims to construct an additional 100,000 affordable homes in the next 10 years over and above what the market would have produced otherwise. At least half of the new houses will be in Auckland. The goal is to produce 1000 houses in 2019, 5000 houses in 2020, 10,000 houses in 2021, followed by 12,000 houses per year thereafter.

The main method in the proposal is for the government to use its 2 billion dollar fund to “underwrite” or buy off the plans developments that otherwise may not have been funded by the banks. These houses will be made available for resale and count under the KiwiBuild programme. Essentially what it means is that the government is guaranteeing the developer a fixed sale price regardless of market conditions, and effectively topping up any shortfall between the construction cost and market price.

The KiwiBuild dwellings in Auckland and Queenstown must be priced at or below the following:

1 Bedroom	\$500,000
2 Bedroom	\$600,000
3+ Bedrooms	\$650,000

Although these price levels would still be expected to be outside the reach of the typical first home buyer, it allows others already in the market a chance to upgrade, bringing more lower priced properties onto the market.

Other regions that will be targeted by the underwriting scheme are Wellington, Hamilton, Napier / Hastings, Tauranga, Whangarei and Nelson / Tasman.

By significantly adding to the housing supply, combined with the lower expected net immigration rates many economists expect the housing market to remain “soft” over the coming years giving incomes a chance to catch up and improving the overall NZ housing affordability.



1% Myths Exposed

Definition of 'Myth': "an invented story, idea, or concept"

Myth: "Total Realty Just Wants a Quick Sale"

THE TRUTH:

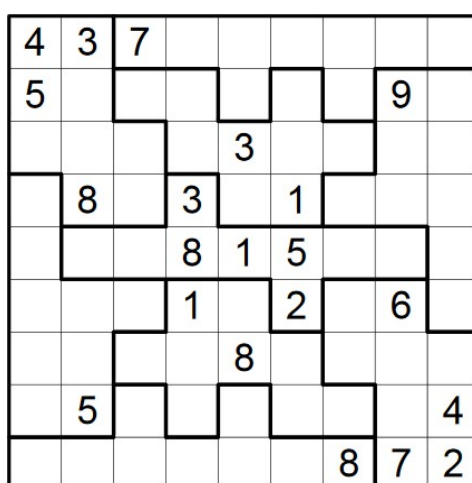
Total Realty do not want a quick sale, we want the best sale. Independent research has shown time and time again that the best price is achieved when the property is fresh to the market. This is because at this point the buyer pool is the greatest and this creates the fiercest competition amongst the buyers.

Brain Workout - Sudoku

Can you work out this "Jigsaw Sudoku"?

Fill in the numbers from 1 to 9 without repeating any in a row or column, or outlined jigsaw piece!

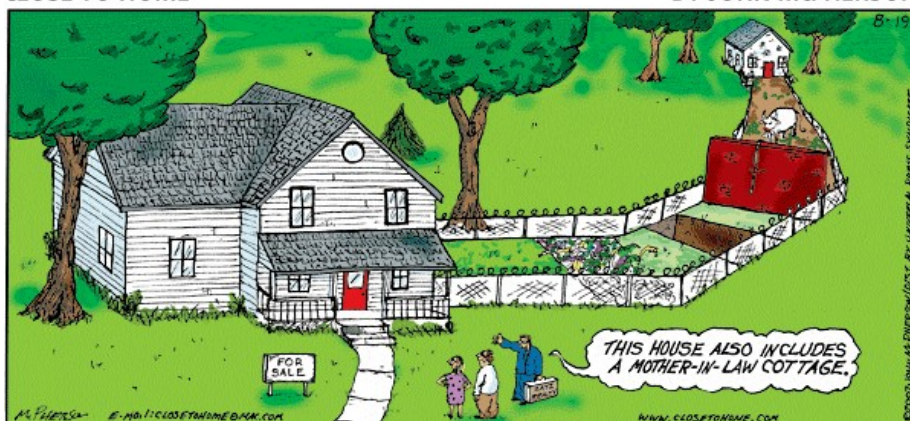
Good Luck.



Laughter is the best medicine

CLOSE TO HOME

BY JOHN McPHERSON



"Thinking of selling? Call us today!"

Rachael Cone, AREINZ
Business Owner / Principal
ph: 027 6600 604



Stats - FROM THE - Street

Median Sale Prices

Apr 2018 (vs Apr 2017)

National (+1.8%)	\$550,000
Auckland (-0.6%)	\$850,000
Wellington (+3.9%)	\$712,000
Christchurch (-2.0%)	\$447,000
Nelson (+15.8%)	\$550,000
Dunedin (+15.3%)	\$398,000

What people are saying about us

"I liked their honest, straight up approach and felt comfortable, knowing that there wasn't any bells and whistle's and over the top sales pitch. They deliver exactly what they say they are going to. They constantly kept in touch with me in regards to Trade Me reports, purchaser feedback. When needing to communicate, they always promptly replied. My experience with Total Realty is that in a time where finances are tight and selling a house is an expensive exercise, Total Realty have a very reasonable commission compared to other agents. Yet the experience I had with Total Realty was as good if not better, saving me thousands of dollars. The service is just as good."

E Robb

"Absolutely amazing all the way through. Friendly, kind, helpful and very efficient, but also honest in the appraisal and all discussions. Other staff including receptionist and accounts staff have also been very helpful and friendly which is so important when dealing with stressful situations."

R Smith